

ATTACHMENT A

Young Environmental Consulting Group, LLC (Young Environmental) served as the consultant to plan and execute the event in collaboration with the district administrator and external consultants Steve Woods (moderator) and MCN 6 (public broadcasting).

Attendees

The event took place at the Minnesota Valley National Wildlife Refuge Visitor's Center Auditorium in Bloomington, MN. There was also an option for participants to attend virtually through Zoom, with a simultaneous broadcast on Facebook Live. Between the virtual and hybrid attendance, there were up to 80 participants tuning into the Public Listening Session. Preference to participate was given to in-person attendees per Board direction. A full list of registered participants is available on request. Because the meeting was public, there were

Communication with Attendees

The LMRWD staff sent out several mass communications including:

- Save the Date event announcement and Call for Testimony (email, social media, website);
- Q and A session during the Call for Testimony (email and teams call);
- Reminder for the Call for Testimony deadline (email);
- Formal invitation (email, social media, website);
- Reminder email one week in advance of the event.

LMRWD staff also had ongoing communication with selected speakers who submitted testimony to coordinate the basis of the listening session content. The LMRWD staff team and the Board of Managers also used media kits to submit personalized invitations to targeted audience members, including elected officials, county commissioners, partner agencies and organizations, and partner watershed districts. We also released several press releases and obtained coverage in three local newspapers, including in-person coverage from the *EP Local News*.

We established an Eventbrite landing page to gather registrations and coordinate the participation of both in-person and virtual attendees. All communications featured event-specific branding that visually highlighted the 2024 flooding.

Event Planning

The program agenda was structured around six thematic topics: 1) Scientific Causes of Flooding, 2) Climate Change, 3) Water Storage along the Minnesota River, 4) Natural Mitigation Strategies, 5) Financial Costs of Flooding, and 6) Costs and Benefits of Proposed Solutions.

The LMRWD staff initially intended to focus tracks based on the six themes; however, after reviewing the testimony received, the content did not naturally lend itself to this approach. Instead, the committee asked the speakers to highlight the themes within their presentation and made notes of the themes covered as part of the meeting compilation.